

## ANNUAL EEO PUBLIC FILE REPORT

For the period beginning February 1, 2016, and ending January 31, 2017

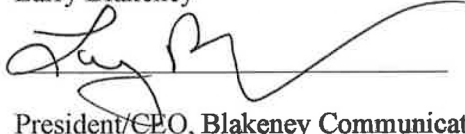
**This Report is Not Required If Unit Has Fewer Than Five Full-Time Employees**

This Report consists of:

Part 1      Station Information  
Part 2      Recruitment Sources/Interviewees for each full-time vacancy  
Part 3      Recruitment Initiatives

Preparer:      Larry Blakeney

Signature:

A handwritten signature in black ink, appearing to read 'Larry Blakeney', is written over a horizontal line.

Title:      President/CEO, Blakeney Communications, Inc.

Date:      February 1, 2017

Telephone:      (601) 649-0095

\*This Report, which usually covers the prior 12-month period, is to be placed in each station's public file and web site (if applicable) every year on the anniversary of the due date of the station's renewal application.

## Part 1

This report covers the following employment unit:

CALL SIGN	AM/FM	FACILITY ID#	COMMUNITY OF LICENSE	STATE	LMA
WBBN	FM	71207	Taylorsville	MS	No
WXRR	FM	29549	Hattiesburg	MS	No
WKZW	FM	14021	Sandersville	MS	No
WXHB	FM	70409	Richton	MS	No
W249AO	FM	31760	Hattiesburg	MS	No

Attached is information concerning the recruitment efforts undertaken by the employment unit to fill the full-time vacancies during the period covered by this Report.

A total of 6 full-time job vacancies were filled by the employment unit. A total of 17 persons were interviewed for all full-time vacancies. (Some interviewees were considered for more than one opening, resulting in a total of 21 interviews listed in Full Time Vacancies).

**PART 2**

**FULL TIME VACANCY #1**

**Job Title: Account Executive**

**Date Filled: February 1, 2016**

**Total Number of Interviewees: 4**

**Recruitment Sources:\***

**The following recruitment sources were utilized to fill this vacancy:**

<b>Name of Source</b>	<b>Address</b>	<b>Contact Person</b>	<b>Telephone Number</b>	<b>Number of Interviewees Referred</b>
*Help Wanted Ad WBBN (FM) WXRR (FM) WXHB (FM) WKZW(FM)	P.O. Box 6408 Laurel, MS 39441	Larry Blakeney	(601) 649-0095	4
Station Web Sites & thepinebelt.com	P.O. Box 6408 Laurel, Ms 39441	Debbie Blakeney	(601) 649-0095	0
Recruited from other area businesses	P.O. Box 6408 Laurel, MS 39441	Larry or Debbie Blakeney	(601) 649-0095	0
Cold Call/Friend/Word of Mouth/ Inquiry from former Employee	P.O. Box 6408 Laurel, MS 39441	Larry or Debbie Blakeney	(601) 649-0095	0
Pine Belt Job Fair Hattiesburg, MS	1 Convention Ctr Plz, Hattiesburg, MS 39401	Adam Todd	(601) 321-6154	0
Career Days School of Mass Communication USM	118 College Dr. Hattiesburg, MS	Margaret Williams	(601) 266-6746	0
WIN Job Center State Emp. Svc.	2139 HWY 15 N Laurel,MS39440	Phil Hosey	(601) 399-4001	0

**\* A source with an (\*) was the source that referred the hiree. A source with an (x) was a source that requested to be contacted as job openings occur.**

**PART 2**

**FULL TIME VACANCY #2**  
**Job Title: Account Executive**  
**Date Filled: May 16 ,2016**  
**Total Number of Interviewees: 3**

**Recruitment Sources:\***

**The following recruitment sources were utilized to fill this vacancy:**

<b>Name of Source</b>	<b>Address</b>	<b>Contact Person</b>	<b>Telephone Number</b>	<b>Number of Interviewees Referred</b>
*Help Wanted Ad WBBN (FM) WXRR (FM) WXHB (FM) WKZW(FM)	P.O. Box 6408 Laurel, MS 39441	Larry Blakeney	(601) 649-0095	3
Station Web Sites & thepinebelt.com	P.O. Box 6408 Laurel, Ms 39441	Debbie Blakeney	(601) 649-0095	0
Recruited from other area businesses	P.O. Box 6408 Laurel, MS 39441	Larry or Debbie Blakeney	(601) 649-0095	0
Cold Call/Friend/Word of Mouth/ Inquiry from former Employee	P.O. Box 6408 Laurel, MS 39441	Larry or Debbie Blakeney	(601) 649-0095	0
Pine Belt Job Fair Hattiesburg, MS	1 Convention Ctr Plz, Hattiesburg, MS 39401	Adam Todd	(601) 321-6154	0
MAB on Campus USM Dept of Mass Comm.	118 College Dr. Hattiesburg, MS	Dr. Mary Lou Sheffer	(601) 266-6746	0
WIN Job Center State Emp. Svc.	2139 HWY 15 N Laurel,MS39440	Phil Hosey	(601) 399-4001	0

**\* A source with an (\*) was the source that referred the hiree. A source with an (x) was a source that requested to be contacted as job openings occur.**



**PART 2**

**FULL TIME VACANCY #3**

**Job Title: Account Executive**

**Date Filled: November 28,2016**

**Total Number of Interviewees: 4**

**Recruitment Sources:\***

**The following recruitment sources were utilized to fill this vacancy:**

<b>Name of Source</b>	<b>Address</b>	<b>Contact Person</b>	<b>Telephone Number</b>	<b>Number of Interviewees Referred</b>
*Help Wanted Ad WBBN (FM) WXRR (FM) WXHB (FM) WKZW(FM)	P.O. Box 6408 Laurel, MS 39441	Larry Blakeney	(601) 649-0095	4
Station Web Sites & thepinebelt.com	P.O. Box 6408 Laurel, Ms 39441	Debbie Blakeney	(601) 649-0095	0
Recruited from other area businesses	P.O. Box 6408 Laurel, MS 39441	Larry or Debbie Blakeney	(601) 649-0095	0
Cold Call/Friend/Word of Mouth/ Inquiry from former Employee	P.O. Box 6408 Laurel, MS 39441	Larry or Debbie Blakeney	(601) 649-0095	0
Pine Belt Job Fair Hattiesburg, MS	1 Convention Ctr Plz, Hattiesburg, MS 39401	Adam Todd	(601) 321-6154	0
MAB on Campus USM Dept of Mass Comm.	118 College Dr. Hattiesburg, MS	Dr. Mary Lou Sheffer	(601) 266-6746	0
WIN Job Center State Emp. Svc.	2139 HWY 15 N Laurel,MS39440	Phil Hosey	(601) 399-4001	0
I-59 Job Fair Laurel, MS	South Central Place, Laurel, MS	Adam Todd	(601) 321-6154	0

**\* A source with an (\*) was the source that referred the hiree. A source with an (x) was a source that requested to be contacted as job openings occur.**

**PART 2**  
**FULL TIME VACANCY # 4**

**Job Title: Air Personality/DJ      Date Filled: January 16, 2017**

**Total Number of Interviewees: 5**

**Recruitment Sources:**\* The following recruitment sources were utilized to fill this vacancy:

<b>Name of Source</b>	<b>Address</b>	<b>Contact Person</b>	<b>Telephone Number</b>	<b>Number of Interviewees Referred</b>
Help Wanted Ad WBBN (FM) WXRR(FM) WKZW(FM) WXHB(FM)	P.O. Box 6408 Laurel, MS 39441	Larry Blakeney	(601) 649-0095	1
*All Access "allaccess.com"	28959 Pacific Coast Highway, Suite 210-5 Malibu, CA 90265	Joel Denver	(310) 457-6616	3
(X) Broadcast Center	2360 Hampton Ave, St. Louis, MO 63139	John Carroll	(314) 647-8181	0
Thepinebelt.com & station web sites	P.O. Box 6408 Laurel, MS 39441	Larry Blakeney	(601) 649-0095	0
MAB on Campus USM Dept Mass Comm	118 College Dr. Hattiesburg, MS	Dr. Mary Lou Sheffer	(601) 266-4916	0
WIN Job Center State Emp. Svc.	2139 HWY 15 N Laurel,MS39440	Phil Hosey	(601) 399-4001	0
Pine Belt Job Fair	1 Convention Center Plaza, Hattiesburg, MS	Adam Todd	(601) 321-6154	0
I-59 Job Fair	South Central Place, Laurel MS	Adam Todd	(601) 321-6154	0
Cold Call or Inquiry from former Employee	4580 Highway 15N, Laurel, MS	Larry Blakeney	(601) 649-0095	1

\* A source with an (\*) was the source that referred the hiree. A source with an (x) was a source that requested to be contacted as job openings occur.

**PART 2**  
**FULL TIME VACANCY # 5**

**Job Title: Air Personality/DJ**      **Date Filled: January 23, 2017**

**Total Number of Interviewees: 5**

**Recruitment Sources:**\* The following recruitment sources were utilized to fill this vacancy:

<b>Name of Source</b>	<b>Address</b>	<b>Contact Person</b>	<b>Telephone Number</b>	<b>Number of Interviewees Referred</b>
Help Wanted Ad WBBN (FM) WXRR(FM) WKZW(FM) WXHB(FM)	P.O. Box 6408 Laurel, MS 39441	Larry Blakeney	(601) 649-0095	0
*All Access "allaccess.com"	28959 Pacific Coast Highway, Suite 210-5 Malibu, CA 90265	Joel Denver	(310) 457-6616	4
(X) Broadcast Center	2360 Hampton Ave, St. Louis, MO 63139	John Caroll	(314) 647-8181	0
Thepinebelt.com & station web sites	P.O. Box 6408 Laurel, MS 39441	Larry Blakeney	(601) 649-0095	0
MAB on Campus USM Dept Mass Comm	118 College Dr. Hattiesburg, MS	Dr. Mary Lou Sheffer	(601) 266-4916	0
WIN Job Center State Emp. Svc.	2139 HWY 15 N Laurel,MS39440	Phil Hosey	(601) 399-4001	0
Pine Belt Job Fair	1 Convention Center Plaza, Hattiesburg, MS	Adam Todd	(601) 321-6154	0
I-59 Job Fair	South Central Place, Laurel MS	Adam Todd	(601) 321-6154	0
Cold Call or Inquiry from former Employee	4580 Highway 15N, Laurel, MS	Larry Blakeney	(601) 649-0095	1

\* A source with an (\*) was the source that referred the hiree. A source with an (x) was a source that requested to be contacted as job openings occur.

**PART 2**  
**FULL TIME VACANCY # 6**

**Job Title: Air Personality/DJ** Date Filled: 11/22/17 This is a fill-in position (30+ hours per week) due to the unexpected death of an employee. This position may or may not become permanent.

**Total Number of Interviewees: 2**

**Recruitment Sources:**\* The following recruitment sources were utilized to fill this vacancy:

<b>Name of Source</b>	<b>Address</b>	<b>Contact Person</b>	<b>Telephone Number</b>	<b>Number of Interviewees Referred</b>
Help Wanted Ad WBBN (FM) WXRR(FM) WKZW(FM) WXHB(FM)	P.O. Box 6408 Laurel, MS 39441	Larry Blakeney	(601) 649-0095	0
All Access "allaccess.com"	28959 Pacific Coast Highway, Suite 210-5 Malibu, CA 90265	Joel Denver	(310) 457-6616	0
(X) Broadcast Center	2360 Hampton Ave, St. Louis, MO 63139	John Carroll	(314) 647-8181	0
Thepinebelt.com & station web sites	P.O. Box 6408 Laurel, MS 39441	Larry Blakeney	(601) 649-0095	0
MAB on Campus USM Dept Mass Comm	118 College Dr. Hattiesburg, MS	Dr. Mary Lou Sheffer	(601) 266-4916	0
WIN Job Center State Emp. Svc.	2139 HWY 15 N Laurel,MS39440	Phil Hosey	(601) 399-4001	0
Pine Belt Job Fair	1 Convention Center Plaza, Hattiesburg, MS	Adam Todd	(601) 321-6154	0
I-59 Job Fair	South Central Place, Laurel MS	Adam Todd	(601) 321-6154	0
*Cold Call, Part- Time Employee or Inquiry from former Employee	4580 Highway 15N, Laurel, MS	Larry Blakeney	(601) 649-0095	2

\* A source with an (\*) was the source that referred the hiree. A source with an (x) was a source that requested to be contacted as job openings occur.

## **PART 3**

### **SUPPLEMENTAL RECRUITMENT INITIATIVES**

#### **ACTIVITY #1**

Activity: PINE BELT JOB FAIR

Date: October 18, 2016

Preparer: Larry Blakeney  
President/CEO  
Blakeney Communications, Inc.

Host/Sponsor of Activity: Blakeney Communications, Inc. was a co-sponsor of and hosted a booth at the 2015 Pine Belt Job Fair

Participating Station Personnel: Josiah Holliman  
of Blakeney Communications, Inc.

#### Description of Activity & scope of station participation:

Blakeney Communications, Inc. was a co-sponsor and hosted a booth at the Pine Belt Job Fair on Tuesday, October 18, 2016, from 9:00 A.M. until 1:00 P.M. at the Hattiesburg Lake Terrace Convention Center in Hattiesburg, Mississippi. This was a large regional job fair put on by the Governors Job Fair Network and was open to the public free of charge. Blakeney Communications was listed as co-sponsor for this event.

Blakeney Communications aired a total of 416 radio spots on WBBN, WXRR, WKZW and WXHB promoting this job fair and the Governor's Job Fair Network, and the Win Job Center extensively promoted the event in other media throughout the region, inviting the public to meet with employers to discuss job opportunities in many fields. Blakeney Communications, Inc. was a co-sponsor of this event.

Blakeney Communications operated a booth with prominent signage and made available job applications, business cards with contact information and flyers about careers in broadcasting. Josiah Holliman, representing WBBN, WXRR, WKZW and WXHB greeted job seekers and attendees and answered questions about job opportunities with Blakeney Communications, Inc. and career opportunities in the broadcasting field. There were hundreds of attendees, and minorities and women were well represented among those who came by the Blakeney Communications booth.

## **PART 3**

### **SUPPLEMENTAL RECRUITMENT ACTIVITIES**

#### **ACTIVITY # 2**

Activity: MAB on Campus

Date: Wednesday, April 27, 2016

Preparer: Larry Blakeney  
President/CEO  
Blakeney Communications, Inc.

Host/Sponsor of Activity: Mississippi Association of Broadcasters  
University of Southern Mississippi School of  
Mass Communication & Journalism

Participating Station  
Personnel: Larry Blakeney, President/CEO  
Blakeney Communications, Inc.

Description of activity and scope of station participation:

Larry Blakeney (President/CEO), Tom Colt (Operations Manager) and Tanner Watson (News Director) of Blakeney Communications participated, along with representatives of other broadcast members of the Mississippi Association of Broadcasters in “MAB on Campus” in the Thad Cochran Conference Center at the University of Southern Mississippi. The program began at 10:00 AM and concluded at 2:00 PM and included a portfolio/resume review with sophomores, juniors and seniors planning careers in radio or television broadcasting.

The event also allowed MAB station representatives to have lunch with select students and faculty of the Mass Communication and Journalism Department of the University of Southern Mississippi followed by an open panel discussion that featured brief panel presentations followed by questions from students which were answered by panel members.

Minority and female students were well represented among the students who participated and Blakeney representatives as well as other Mississippi Association of Broadcasters station representatives interacted with many students including many minority and female students interested in pursuing careers in broadcasting.

## **PART 3**

### **SUPPLEMENTAL RECRUITMENT INITIATIVES**

#### **ACTIVITY #3**

Activity: I-59 JOB FAIR

Date: June 2, 2016

Preparer: Larry Blakeney  
President/CEO  
Blakeney Communications, Inc.

Host/Sponsor of Activity: Blakeney Communications, Inc. was a co-sponsor of and hosted a booth at the 2015 Pine Belt Job Fair

Participating Station Personnel: Tom Colt, Operations Manager and Melissa Johnson, Senior Account Executive of Blakeney Communications

#### Description of Activity & scope of station participation:

Blakeney Communications, Inc., was a co-sponsor and hosted a booth at the I-59 Job Fair on Thursday, June 2, 2016, from 9:00 A.M. until 1:00 P.M. at South Central Place located at 2260 Highway 15 North in Laurel, Mississippi. This was a large regional job fair put on by the Governors Job Fair Network and was open to the public free of charge. Blakeney Communications was listed as co-sponsor for this event.

Blakeney Communications aired a total of 160 radio spots on WBBN, WXRR, WKZW and WXHB promoting this job fair and the Governor's Job Fair Network, and the Win Job Center extensively promoted the event in other media throughout the region, inviting the public to meet with employers to discuss job opportunities in many fields. Blakeney Communications, Inc. was a co-sponsor of this event.

Blakeney Communications operated a booth with prominent signage and made available job applications, business cards with contact information and flyers about careers in broadcasting. Tom Colt, Operations Manager, and Melissa Johnson, Senior Account Executive, of radio stations WBBN, WXRR, WKZW and WXHB greeted job seekers and attendees and answered questions about job opportunities with Blakeney Communications, Inc. and career opportunities in the broadcasting field. There were hundreds of attendees, and minorities and women were well represented among those who came by the Blakeney Communications booth.

## **PART 3**

### **SUPPLEMENTAL RECRUITMENT ACTIVITIES**

#### **ACTIVITY # 4**

Activity: Idea Bank Scholarship Program

Date: February/March 2016

Preparer: Larry Blakeney  
President/CEO  
Blakeney Communications, Inc.

Host/Sponsor of Activity: International Broadcasters Idea Bank

Participating Station  
Personnel: Larry Blakeney, President/CEO &  
Debbie Blakeney, General Manager of  
Blakeney Communications, Inc.

Description of activity and scope of station participation:

As a member of the International Broadcasters Idea Bank, Blakeney Communications helped to provide a \$10,000.00 college scholarship to one 2<sup>nd</sup> or 3<sup>rd</sup> year college student seeking a degree in radio broadcast-related programs such as Communications, Digital Media, Journalism, Advertising or Music Composition.

Blakeney Communications radio stations WBBN, WXRR, WKZW and WXHB aired a total of 364 radio spots encouraging college students seeking a degree leading to a career in radio broadcasting, digital media or song writing to go to [pinebeltradio.com](http://pinebeltradio.com) and download an application to apply.

This is an annual scholarship award from the International Broadcasters Idea Bank that makes it possible for deserving broadcast-related majors to complete their degrees.